

**FISCAL YEAR** 

# 20

**IMPACT REPORT** 



# CITY MANAGER'S MESSAGE

IN OUR CITY THE PEOPLE MAKE THE DIFFERENCE



Odie Donald II
CITY MANAGER

South Fulton's unwavering commitment to investing in key strategies and priorities during fiscal year 2018 (FY2018) firmly positioned the City of South Fulton to deliver more in FY2019. I'm proud of what our employees, partners, management team, Mayor and Council have accomplished over the past two years and look forward to another year of growth for the City and continuous effort towards meeting the expectations of our 100,000 citizens.

During FY2019, South Fulton accelerated investments into improvements across departments and programs, improved technology, citizen engagement and focused on delivering world class customer service to our residents. The City has exhibited strong performance related to the transition of services from Fulton County highlighting our ability to respond to the ever-changing climate of government.

It is my sincere honor to serve the City's more than 100,000 residents, our City Council, and our six hundred staff members focused on fulfilling the vision of our citizens. Please accept this offering as a summary of those efforts in FY2019.

In Service,





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FY2019

## ELECTED OFFICIALS



William "Bill" Edwards **MAYOR** 



Councilwoman
Catherine Foster-Rowell
DISTRICT 1



Councilwoman
Carmalitha Gumbs
DISTRICT 2



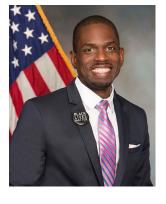
Councilwoman Helen Z. Willis **DISTRICT 3** 



Councilwoman Naeema Gilyard **DISTRICT 4** 



Councilwoman Rosie Jackson DISTRICT 5



Councilman khalid kamau **DISTRICT 6** 



Mayor Pro Tem Mark Baker DISTRICT 7

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Finance, Information Technology, Human Resources, Communications & External Affairs

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Public Works, Transportation, Traffic, Sanitation, Community Development & Regulatory Affairs, Economic Development

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DID YOU KNOW? | 28 Fun facts about the City of South Fulton

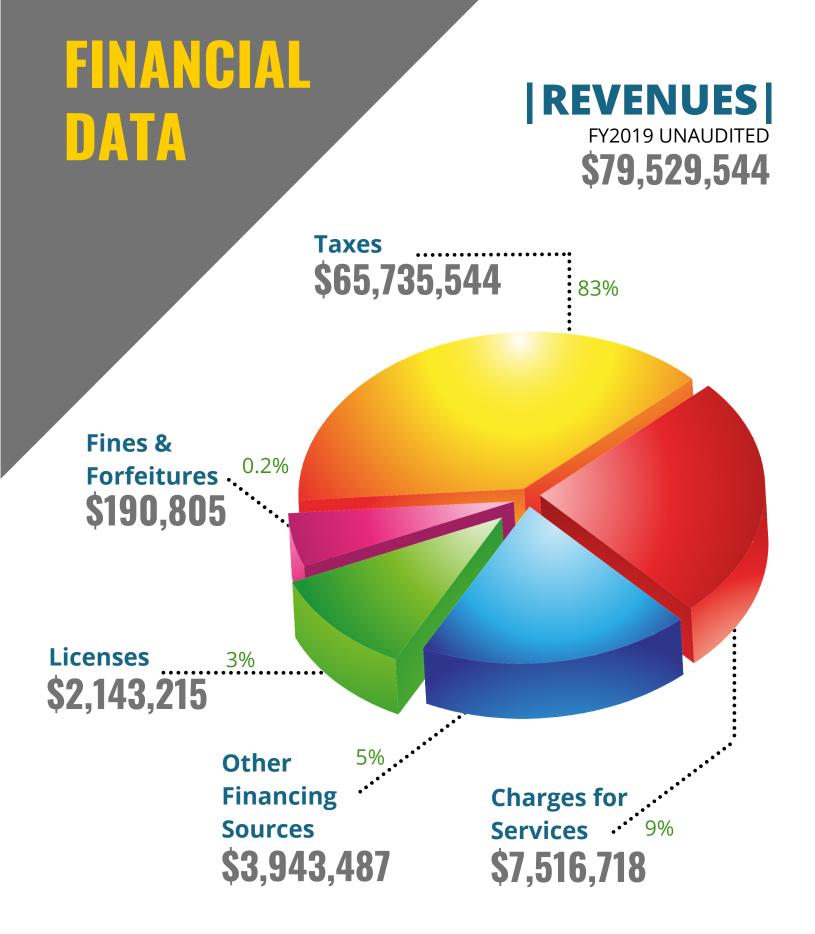
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# FISCAL OPERATIONS



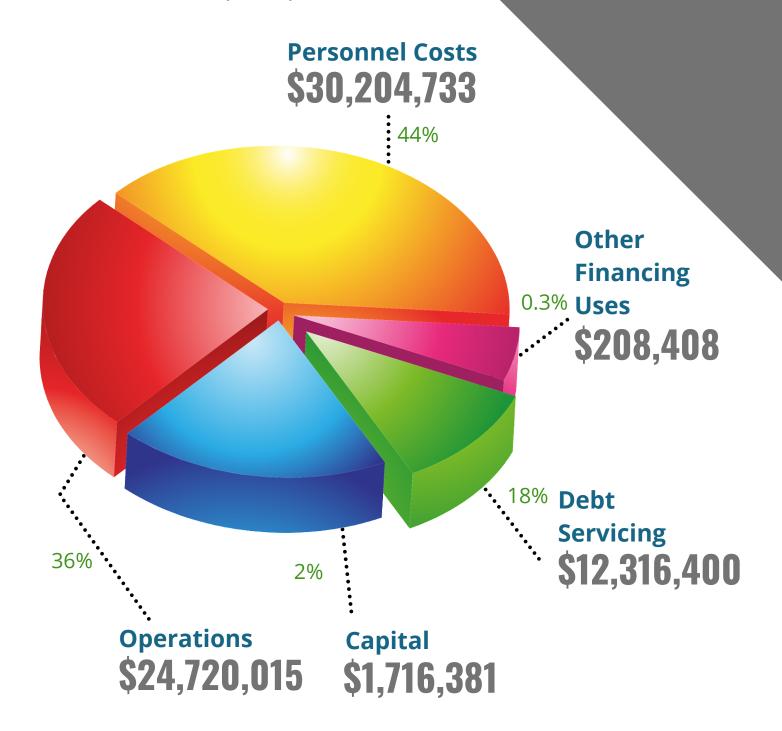
The City of South Fulton has shown great fiscal responsibility in the first two plus years since incorporation. South Fulton has dramatically increased revenues, exemplified by more than a 68% increase since 2017. The City also eliminated all debt, including the elimination of the initial \$12 million tax anticipation note (TAN) prior to the two-year transition period that follows incorporation. The City also exemplified strong fiscal responsibility, while exceeding its public goals and performance areas. South Fulton also introduced its first capital improvement plan (CIP), resulting in over \$17 million of proposed projects and improvements while remaining under budget by more than 20%.



### |EXPENDITURES|

\$69,165,937

# FINANCIAL DATA



# FY2019 **IMPACT REPORT** SAFETY **DEPARTMENTS** POLICE. FIRE. CODE ENFORCEMENT. MUNICIPAL COURT.

### PUBLIC SAFETY

Public safety is one of the primary focuses of the City of South Fulton. Since the establishment of the South Fulton Police Department and the South Fulton Fire Department, there have been a variety of key milestones. Both departments have reduced response times dramatically. These reductions are credited to the creation of three new mini-precincts (one of which is shared by police and fire), as well as mutual aid agreements with surrounding municipalities. The City has increased the number of police officers by approximately 49%, and invested in key equipment and facilities in support of public safety service delivery. These investments include an array of new police vehicles, fire trucks, and in-vehicle technology.

### **POLICE**

13,180 REPORTS

2,490
ACCIDENT
REPORTS



# PUBLIC SAFETY PERFORMANCE

130 # OF CITATIONS

-16%

REDUCTION IN PART ONE CRIMES



### FIRE & RESCUE

13,031

### **EMERGENCY CALL VOLUME**

Includes: Fire, overpressure rupture, explosion, overheat, EMS/Rescue, hazardous condition, service calls, good intent calls, false alarms & false calls, severe weather/natural disaster, special incident types, non-specific calls

2

### FIRE STATION RENOVATIONS

1,329

### COMMUNITY RISK REDUCTION ACTIVITIES

Includes: Company level inspections, CRR final and existing business inspection requests, company level inspections - vacant buildings

8,769

### FIRE SAFETY EDUCATION

Includes: Number of classes, students, special events, persons contacts, facilities visited and educated, apparatus requests, homes visited, smoke detectors installed, and smoke detectors given to the public

### MUNICIPAL COURT

5,396

### **COURT CASES**

Closed - 3,283 Adjudicated - 788 Open - 1,164 No Judgement - 161

435

### PROGRAM PARTICIPANTS

Diversion Program - 308 Green Team Program - 127

\$615K

FINES & FEES COLLECTED

# PUBLIC SAFETY PERFORMANCE

Maintained an ISO
Rating of 3

21,759

# of TRAINING HOURS





# OPERATIONS & ADMINISTRATION

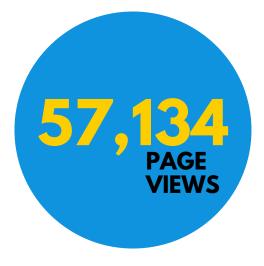
### HUMAN RESOURCES



Service delivery is the central priority of operational and administrative activities. One of the keys to service delivery is people. In FY2019, the City's human resources staff increased staffing by more than 2,000 percent, resulting in their recognition as "Medium Agency of the Year" in the State of Georgia. FY2019 highlighted a variety of key innovations and positive results, including the launch of one of only two 24/7 citywide call centers in Fulton County and the groundwork for the City's first ever strategic plan (eventually passed in FY2020).

### WEBSITE PERFORMANCE





# **PAGE 18**

11,043
CUSTOMERS
SERVED AT
CITY HALL

21,451

CITIZEN RESPONSE CENTER + SEECLICKFIX REQUESTS

4 SECONDS

SPEED OF ANSWER

94%
REQUESTS
RESOLVED

SUBSCRIBERS ACROSS ALL

**PLATFORMS** 



### QUALITY OF LIFE

Improving the quality of life of South Fulton residents is a key focus of the City. Efforts to support the activities and offerings of residents cover economic development, transportation, and tourism. To that end, the City improved upon transportation outcomes in every statistical area, while reducing the cost of the service from approximately \$9 million under Fulton County, to approximately \$6.5 million under the City. During the first year of transportation special purpose local option sales tax (TSPLOST) administration, the City paved more than sixty (60) miles of road.

The Transportation Division also disposed of 36,433 (residential: 28,319 tons + commercial: 8,114 tons) tons of garbage, serving 38,085 customers (residential garbage: 30,366 + Call Center: 7,719), and completed 782 traffic projects that include signal repairs, traffic calming requests, and sign installations/repairs. The City also made pertinent investments into economic development and tourism, highlighted by the creation of the South Fulton Development Authority (SFDA), Convention and Visitor's Bureau (CVB), and the brand Destination South Fulton (DSF).

### **PUBLIC WORKS**



36,433

### TONS OF GARBAGE DISPOSED

Residential: 28,319 tons Commercial: 8,114 tons

38,085

### NUMBER OF CUSTOMERS SERVED

Residential Sanitation: 30,366 Call Center - 7.719

782

### NUMBER OF TRAFFIC PROJECTS

# of Signals In Flash resolved - 185 # of Stop/Yield Signs repaired/replaced - 89 # of Other Signs replaced/repaired - 354 # of PMs completed - 57 # of Other Signals repaired - 81 # of Traffic Calming requests completed - 16

7,800

### LANDSCAPING PROJECTS

# of Miles mowed - 1,426# of Illegal Dumping tonnage - 6,210# of Litter/Trash picked up - 71# of Concrete repairs (sidewalk/curbs) - 93

### PUBLIC WORKS



### **TSPLOST**

Received \$14M of TSPLOST funding for vital projects that included the Traffic Signal installation at Cascade-Palmetto Highway and West Stubbs Rd.

64

### MILES OF ROAD PAVED

# of miles of road resurfacing - 17 #of miles of street resurfacing in 30 subdivisions - 47

27%

### **COST SAVINGS**

Increased service delivery in every area while reducing cost from \$9M to \$6.5M

16
PAGE 22

### TRAFFIC CALMING STUDIES

**CLEAN UP DAY** April 2019

4.23

**TONS of SHREDDED PAPER** disposed

283.68

TONS of SOLID WASTE collected during first Clean Up Day sponsored by the City of South Fulton



# ECONOMIC DEVELOPMENT

845
Business Licenses Processed

1,957
Building Permits Issued

**26**Land Disturbance Permits Issued

# PLANNING & ZONING

**199**Zoning Applications & Certifications





# PARKS & RECREATION

22,911 PAR1

**PARTICIPANTS** 

Includes all parks programs

The City of South Fulton has taken monumental steps to revitalize its Parks and Recreation system, including the implementation of a parks masterplan, more than \$10 million in parks infrastructure improvements, and new science, technology, engineering, arts – humanities, language arts, dance, drama, music, visual arts, design, and new media, and math (STEAM) programming.

560

**# OF CLASSES** 

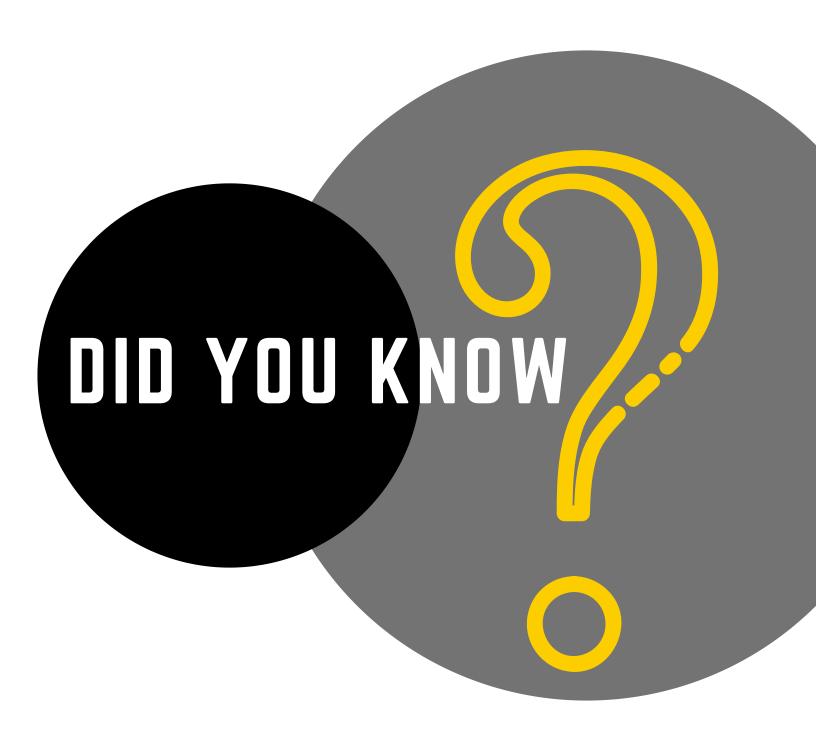
Swim lessons, Water Aerobics, Zumba, Line Dance and 8 weeks of Summer Camp

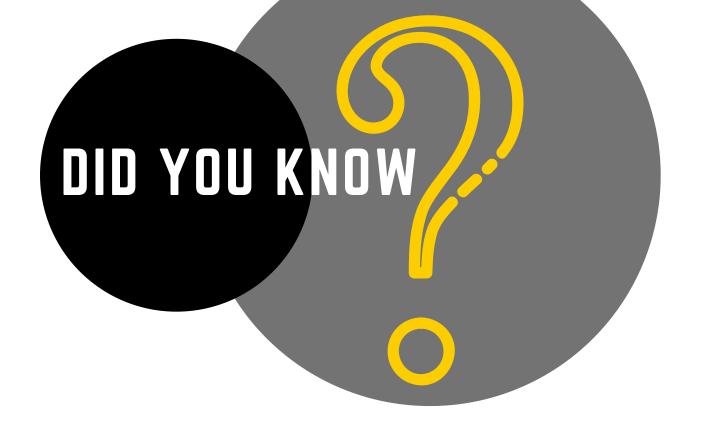
13,286 ADULTS SENIORS SERVED





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The City of South Fulton is growing at a rate faster than any other City in Fulton County and Metro Atlanta - including the City of Atlanta.

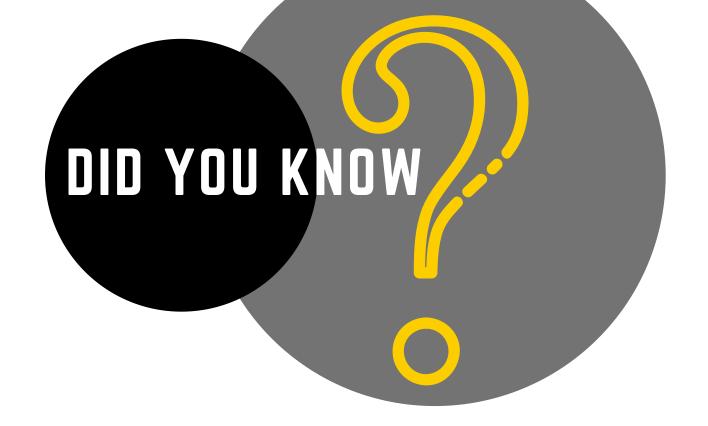
Growth rates between 2010 and 2018

**SOUTH FULTON** 

12.9% 11.4%

**FULTON COUNTY** 

**ATLANTA** 



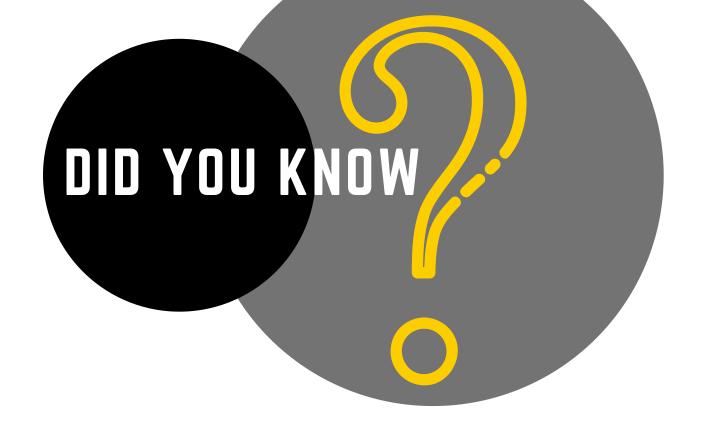
The City of South Fulton is **one of fifteen** cities located in Fulton County. Of those cities, South Fulton is **one of only two** cities that has a 24/7/365 call center with **live** representatives and an online platform for residents to submit non-emergency requests.

CITIES IN FULTON COUNTY WITH 24/7/365 CALL CENTER

24/7/365

SANDY SPRINGS

**SOUTH FULTON** 



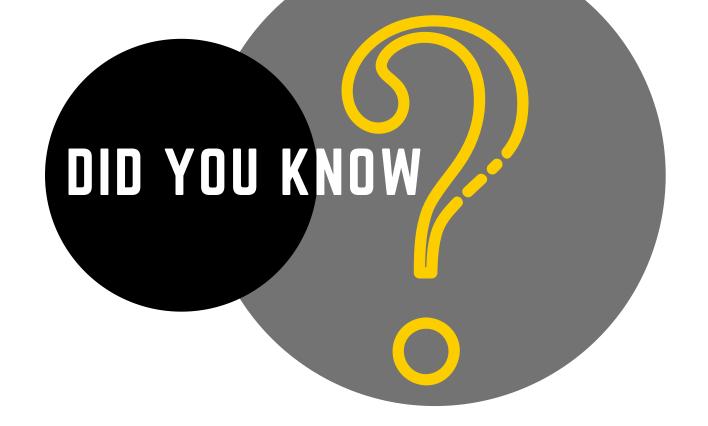
The City of South Fulton is one of the most educated cities in Georgia. Ninety-two percent of South Fulton residents aged 25 and older have at least a high school diploma.

**RESIDENTS 25+ WITH AT LEAST A HIGH SCHOOL DIPLOMA** 

92%
SOUTH FULTON

92%
FULTON COUNTY

89.2%
METRO ATLANTA AREA



Approximately two-thirds or 73.7% of housing units in South Fulton are owner-occupied while only one-third or 26.3% are renter-occupied. By contrast, Fulton County and the Metro Atlanta area have larger proportions of renter-occupied housing units.

**RENTER OCCUPIED HOUSING UNITS** 

### BY LOCATION

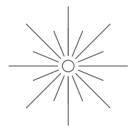
44.6%

**FULTON COUNTY** 

33.7%
METRO ATLANTA AREA

### **ACKNOWLEDGEMENTS**

The City of South Fulton's Annual Impact Report provides a visualization of statistical data that documents successes and key accomplishments that contribute to the overall service delivery of our growing City.



### **TEAMS**

City Manager's Office
Communications & External Affairs
Community Development & Regulatory Affairs
Destination South Fulton
Finance
Fire and Rescue
Human Resources
Information Technology
Municipal Court
Parks & Recreation
Police
Public Works

This report is produced as a directive from the City Manager's Office and provided by the Office of Programs and Performance.

### CONTRIBUTORS



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Administrator



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Anquilla Henderson Human Resources Director



Shayla Reed Community Development & Regulatory Affairs Director



Tony Phillips
Parks & Cultural Affairs
Director



Jolene Butts Freeman Communications & External Affairs Director



Freddie D. Broome Fire Chief



Keith Meadows Poilce Chief



Namarr Strickland IT Director





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